

JOU 3117

Ledes, Pitches & Sourcing

Assoc. Professor & SFNS News Director

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What we're covering

- Sourcing
- Lede Assignment
- Master Source List
- Profile Story Pitch

Administrative Stuff

- Send all assignments via a Word doc.
- Be sure your name is on the Word doc as well as the assignment
- The timestamp when the file is received on my end is how I determine if deadline has been met.
- You will receive **no credit** on assignments that do not completely follow instructions or are turned in late.

Still Needing Beats...

- Kayla
- Natasha

Sourcing

- **All statements of fact** that you did not personally witness must be **sourced**.
- If you **personally see a building on fire**, you can say so. Otherwise, you must attribute it to either a **witness** or **public safety official**.

Sourcing (cont.)

- In nearly all cases, this explicit sourcing will be done in the lede.
- Exceptions: Some anecdotal ledes and advances (i.e. pre coverage)
- BUT in this class, don't be afraid to over source... I'll only mark you down for under sourcing

Let's go through the
assignment

The Lede

- Always, always, always source!
- Follow AP Style, standard English grammar
- Past tense
- News up front, not in chronological order
- Write around vague information

Exercise 1 - Your Work

Family held funeral service for wrong corpse Saturday after county medical examiner's office made an error in the identifying tag.

Relatives of a deceased woman say they received an apologetic phone call from the county medical examiner on Wednesday, letting them know they buried the wrong person during funeral proceedings four days earlier.

Morgue mishap causes family double the grief.

Exercise 1 - My Work

A family reeling from an unexpected death said they have been forced to redo a funeral after a mix-up at the county morgue resulted in the wrong woman being buried.

Exercise 2 - Your Work

The U.S. Department of Justice survey examined how newly implemented laws hindering gun ownership does not affect the possibility for prisoners to purchase weapons with little to no hassle after their release.

A survey conducted by the US Department of Justice found that laws limiting the ownership of guns failed to keep weapons out of the hands of criminals since they get their guns mostly by theft or under-counter deals, the report said.

Exercise 2 - My Work

Laws seeking to keep guns out of the hands of criminals appear to be ineffective, according to a survey conducted by the U.S. Department of Justice.

Exercise 3 - Your Work

Long time criminal sentenced with longest prison sentence in the history of Florida

Florida judge hands out longest prison sentence ever in the history of the state to 24-year-old man after pleading guilty to murdering two restaurant employees in cold blood.

A young man pleaded guilty to robbing and murdering two restaurant employees. The man was sentenced to two life terms, plus 300 years, officials said.

Exercise 3 - My Work

A 24-year-old man has pleaded guilty to the shotgun murders of two restaurant employees, officials said, receiving two life terms plus 300 years, the longest sentence ever given in Florida.

Exercise 4 - Your Work

Long term exposure to increased noise levels of 100 decibels can cause deafness, could you be going deaf by 2020?

The International Standardization Organization gathered 51 delegates in Geneva, Switzerland, to discuss the dangers of long-term exposure to high noise levels that could cause deafness.

Exercise 4 - My Work

As their annual convention opened Wednesday in Switzerland, acoustic experts warned that increasing noise levels in cities could leave dwellers deaf by 2020.

Exercise 5 - Your Work

A 19-year-old shoplifting suspect was put in a headlock by one of the bystanders chasing him down; when a police officer arrived at the scene and put handcuffs on him, the 19-year-old suddenly collapsed and died.

Good samaritans unintentionally kill shoplifting suspect as police arrive at the scene. Lack of oxygen to the brain and violently fighting to break free from restraint lead to suspects cause of death.

A bystander joins a pursuit and applies a headlock to a 19-year-old shoplifting suspect, causing his death.

Exercise 5 - My Work

Police said a 19-year-old, seen stealing sweaters from Panzer's Department Store, died Saturday after a struggle with a security guard and three bystanders.

Exercise 6 - Your Work

The superintendent of Miami-Dade public schools banned the book “The Adventures of Huckleberry Finn,” from junior high classes, but it will be allowed in high school English classes.

Miami Dade public schools receive complaints from parents who claim The Adventures of Huckleberry Finn should be banned from the curriculum due to racist content.

Exercise 6 - My Work

Acknowledging its racially-charged content, teaching of “The Adventures of Huckleberry Finn” will be restricted to high school students, Miami-Dade County school leaders said.

Lede Takeaways

- A lede is a single sentence, 35 words or fewer
- Avoid names unless famous or locally well-known
- Avoid passive verbs, but use them if you need to make a complete sentence
- Proper use of grammar, commas and articles are vitally important
- Do not editorialize
- Check AP style on all formal names (i.e. U.S. Department of Justice, not US Department of Justice)
- First reference vs. subsequent references
- Proper capitalization is very, very important

Master Source List

- Editable Google Sheet: <http://bit.ly/2g9b53C> (link on class website)
- You need 10 sources from your beat
- Need a selfie in front of your city hall emailed to daevans@fiu.edu

The Profile Story

- Someone interesting connected to your beat... Either live or work there
- Story is about this person, however they will not be your only source. (You need three humans.)
- You will need to spend significant time with this person...in person.
- Ask yourself: Why would a stranger care to read about this person's life?

The Story Pitch

Slug: Operation Christmas Child

Writer: Chad Garland, SFNS Staff

Summary: When Emmy Silverman visited the Philippines last year, she went to some locations that had never been visited by foreigners before to deliver some of the 6,000 boxes filled with goodies donated to Filipino children in need.

Live Art/Photographer: Yes, Garland

Words: 600

Requirements

- Story pitch must be in the format above
- You only need to give me one story pitch, but I reserve the right to reject or modify it, so have at least one backup.
- You need to make sure you have access to this person.
- Also, think about who your other two sources will be. Friends? Co-workers?
- Pitches due Sept. 18 at 12 pm

Homework

Practice:

- Complete AP/Grammar assignment (on class website) by Sept. 6 at 6 pm

Field Work:

- Get 10 **additional** sources in master source list (link of website), selfie in front of city hall and three preliminary story ideas from those sources. Due Sept. 6 at 6 pm.
- Business cards must be ordered by Aug. 30 at 12 pm

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